## 2013 - 2014 Statewide Finance Program – On Bill Financing Program Logic Model

Barriers: Disinclined to Deep Energy Retrofit, Do Not Have 1st Cost, Unable to Qualify for Loans, Market Segments Not Penetrated External Influence: Government Budget Inflexibility and Long Budget Cycles, Energy Prices, Legal and Regulatory Utility Requirements, Broad Economic Conditions, Perceived Need for Conservation Market On-Bill Financing to C/I (to address barriers) Creation of Marketing Collateral for Contractor / Account Executive Customers and through LG Identification and Training Information Outreach Partnership Activities Offer info via: Events, Website Train Account Executives in (links), Emails, Targeted Direct Recruit Contractors to **OBF Options** Mailings, Cross-marketing with Attend Training other EE Programs Outputs Better Market-wide Understanding and Use of Increased Contractor/Account Increased Customer Knowledge and Financial Tools for EE Projects Awareness of Financing Options **Executive Knowledge Short Term** Outcomes Customers/Projects Meet Loan Criteria; Receive Approval to Participate in OBF; install EE Upgrades Intermediate Outcomes Increased Installation of EE Measures Long Term Outcomes Increased Penetration of Markets Transformed: EE Investment is Achieve Long-term Long-term Reduction in Energy **Energy Efficient Technologies** Accelerated and can Grow to Large Scale Environmental & Energy Use and Practices **Efforts** Policy Objectives